

BIG FALL OPENING SALE

Unusual Bargains, Cut Prices. September 25th to October 6th

Ten Days Special Showing. Latest Parisian Fashions. Ladies Tailored Suits. Tailored Coats, Tailored Skirts. Millinery in Endless Variety. Or Expertly Trimmed to Order

Every Department of this Big Store Filled to Overflowing With the Season's Latest Goods. Qualities the Best, Prices Lowest.

Everything Must Please or the Money Cheerfully Returned.

PIERCE'S

The Dry Goods and Shoe Store

Everything To Wear, Save The Difference

PIERCE'S

BIG SANDY NEWS.

Friday, September 25, 1914.

Fresh line of Paint at Snyder's.
QUALITY SHOES Cost No. More at PIERCE'S. (f-9-11)

SEWING—by Mrs. C. F. Rice, Perry street, Louisa, Ky. (f-9-11)

Mrs. Josie Rice is assisting with the work in the postoffice.

For the Latest Patterns in Fall Dress Goods go to Burton's Store. (f-9-11)

BETTER SHOES, Lower Prices, at PIERCE'S. (f-9-11)

BEST SHOES are Cheapest at PIERCE'S. (f-9-11)

SHOES of Everykind for Everybody cost less at PIERCE'S. (f-9-11)

Watches and Clocks properly repaired and guaranteed by Atkins & Vaughan. (f-9-11)

FOR SALE—Choice New Rye and Winter Oats at my farm. JAY H. NORTHUP. (f-9-11)

Jack Monks, Jr., has purchased the N. C. Williams farm at Blaine, this county, for \$4,000.

F. H. Moore, of Cherokee, was in Louisa Monday. His health is considerably improved.

For Fire Insurance in an Old Line company see G. R. Burgess at the Louisa National Bank. (f-9-11)

Mrs. G. W. Skaggs is dangerously ill at her home on Lock avenue. Her children are now with her.

Go to A. L. Burton for the Famous Town Talk Flour and Fresh Groceries. We live and let live. (f-9-11)

We were glad to see Mr. Landon Carter in town Monday. His health has been poor for some time.

Several from this place attended the footwashing meeting last Sunday at the Bullett Branch Baptist Church.

Engraving neatly done on jewelry and silverware at Atkins & Vaughan's, the only engravers in town. (f-9-11)

Mrs. W. M. Justice has returned from the city, where she has been to complete her new fall line of merchandise.

Rev. H. B. Hewlett has added much to the improvement of his new home on Lock avenue by a fence and concrete walks.

J. H. Preston and C. B. Crutcher, completing the firm of the Louisa Contract Company, left Monday for Richmond, Va.

Mrs. Russell Kirk, of Inez, who has been in Riverview hospital for treatment, is able to be out, and has returned to her home.

The weather will make it necessary for you to buy stoves very soon. Don't forget to call and see our line. Snyder Hardware Co., Louisa, Ky. (f-9-25)

Have your eyes tested and glasses fitted at Atkins & Vaughan's store. Competent optician is there every Saturday from 8 a. m. to 3 p. m. (f-9-25)

All the new Fall and Winter styles in Ladies and Misses Headwear, Suits, Wraps, one-piece Dresses, and Skirts now on display at Justice's Store. (f-9-25)

Ex-Sheriff John H. Carter has gone to Pence Springs, W. Va., for the benefit of his health. He has been sick with stomach trouble for two or three weeks.

Caroline, the little daughter of Mrs. Carrie Snyder Burns, has been dangerously ill of pneumonia for several days. At this time she is apparently better.

G. W. Castle, of Louisa, one of the best known and most popular revenue men in the mountains, was here and in the county this week.—Whitesburg Eagle.

P. S. Fannin expects to spend the winter months in Florida, leaving for that point some time in November. Mr. Fannin's health during last winter became quite alarming and he has decided to sojourn in a warmer climate for the coming winter.—Cattlettsburg Item.

LOOK LADIES! A. L. Burton has just received a large and up-to-date line of Dry Goods. Don't buy until you see this complete line. (f-9-11)

The Pinnacle Concert Company at Eldorado Theater Monday evening was a very high class affair and all the numbers were well received by the audience.

Mr. John Ekers, of Yatesville, was in Louisa Wednesday and called at the NEWS office. He is the father of John H. Ekers, our county school superintendent.

M. C. Kirk and wife were here recently on their way to Cincinnati to buy furnishings for their handsome new residence just completed at Paintsville.

Mrs. Arthur Schmauch, of Riceville, Johnson county, was granted a \$2.00 prize in the fronton, O., carnival masquerade Saturday night for being the most ludicrously dressed person there.

The primary department of Sandy Valley Seminary is doing excellent work and much interest is being taken by the little folks. Mrs. Guy Atkinson has this department in charge.—Paintsville Item.

Walt Blair, of Paintsville, who had his eye badly injured about a month ago, with a blow from a stick, Saturday had it removed in order to save his other eye. He is getting along nicely.

Mr. Alford Boyd was in Louisa last Tuesday returning to his home at Standard, W. Va. He had been to Nat's Creek, where he was called by the death of his aged father, Hugh Boyd.

Rev. and Mrs. B. M. Keith returned home Monday from a brief vacation taken after conference. The people of Louisa welcome them back and hope they will have a pleasant and profitable year.

Senator John J. Johnson, one of Jenkins' best business men, was over Monday viewing old Whitesburg. Mr. Johnson knows no air ever blew sweeter than the gentle zephyrs that float over our hilltops.—Whitesburg Eagle.

J. Israsky has moved his store into F. H. Yates' building on the corner near the postoffice. The building has been thoroughly remodeled and Jake is prepared to take care of your needs as usual.

Mrs. W. M. Justice has with her for trimmer Miss Lauretta Cassidy, who has just returned from Cincinnati, where she has been for the past few weeks learning the new styles in millinery. (f-9-11)

Those who want to get a good idea of the causes of the European war and enough history to make the situation clear, should read the article published on page seven of this issue of the NEWS.

Mr. R. T. Gentry is able to be out, having been laid up several days suffering from bruises received when his horse fell with him last Thursday on the Rockcastle road. Mrs. Gentry and little daughter, Virginia, returned Saturday from Lexington. They had been visiting relatives there and in Indiana.

Miss Elizabeth Lester went to Gallup Monday to resume her work as teacher in the schools there. The schools had been closed two weeks on account of typhoid fever in the district. Miss Lester returned to her home here Tuesday, as it was decided to wait two weeks longer or until October 5th to begin.

MISSIONARY CONFERENCE OF ASHLAND DISTRICT.

The Ashland District Missionary Conference of the M. E. Church South will be held in Paintsville October 6th and 7th. We expect representatives from each division in the district—Adult, Young People's and Juniors. MRS. B. M. KEITH, Sec.

NOTICE!

All persons owing us for merchandise on account are hereby requested to settle same promptly on or before November 1, 1914. After that date we will sell for cash and produce only. All systems of accounts have proven burdensome and profitless. We sincerely thank those friends and customers who have always paid us promptly and will have a cash proposition that should appeal to all. M. F. SWETNAM & SON, Wilbur, Ky. (f-10-30)

ASHLAND PEOPLE SAFE.

Mrs. Cherrington, widow of Thomas Cherrington, and Miss Isabelle Seaton, daughter of W. B. Seaton, president of the Ashland Coal & Iron Works, arrived in New York Friday morning on the steamer Patria. They were stranded in Lucerne for some weeks. They took the steamer at Marseilles, but came without baggage, as, just before the war broke out, they sent their trunks on to Paris.—Ashland Item.

THE ROBERT D. CALLAHAN SCHOOL

Will Open in Louisa in Masonic Hall Monday, September 28th.

Courses of Study:—Primary, Common School, High School, Normal. Text-Books:—The adopted text-books for the State of Kentucky will be used.

This school believes in work, will practice it, and spend little time on vacations. There will be brief vacations at the two national festivals—Thanksgiving and Christmas.

The Robert D. Callahan School is entering a broad field and means to do its best to fill its mission.

We have the best location in all this section. The ultimate aim toward which we are moving is a great college, where youth may prepare to make a living and to live; may learn the arts and gain knowledge for the trades of the industrial world; where head, hand and heart may be developed in harmony; where the ornamental will not be neglected and where the useful shall receive special attention.

In short, our vision of this school in the future is a college that will equip our youth to supply the brain as well as the muscle needed to develop this wonderful region and live lives that will be an inspiration to others.

The following are our specialties. Whoever does not know them is still uneducated, however much of "French," "Latin," "Science" or "Art" he or she may have attempted in "college" or "university." They are needed every day in life; lack of them has given so-called higher education a black eye in the popular mind. Higher education is a fine thing if it has these subjects to stand on: Spelling, Reading, Writing, Language, English Literature, The Bible, Arithmetic. We hope to receive a liberal patronage. For rates of tuition, board, etc., call on or address J. B. McCLURE, Principal, Louisa, Ky. (adv.)

STORE BUILDING FOR RENT.

The four building in Louisa has been painted and put into good condition and is offered for rent. Plenty of room for any kind of business. Good light, good show windows, plenty of shelving and tables. Write or call on A. J. LOAR, Huntington, W. Va. (f-9-11)

M. E. CHURCH SOUTH.

Sunday School at 9:00 a. m. Preaching services at 10:30 a. m. and 7:00 p. m. Morning Subject: "The Relation of the Pastor and Members." Evening: "The Christian Business Man." All the members are requested to be present at the first service of the new conference year.

Junior League at 2:30 p. m. Senior League at 6:00 p. m. Mrs. H. C. Sullivan leader.

The Junior Missionary Society will meet at the home of Nancy Land next Saturday at 2:00 p. m. The Young People's Society at the home of Miss Lucile Sullivan at 2:30 p. m. Every member is requested to be present.

B. M. KEITH, Pastor.

"Fifty odd years ago I rode horseback from Pikeville through by Shelby Creek up Elkhorn through Pound Gap and so on to Richmond, Va.," said Capt. F. F. Freese, of Louisa, on the L. & E. down train this morning.

"Yesterday I drove up Elkhorn through the hustling city of Jenkins and saw in the distance old 'Raven Rock' and Pound Gap, with the splendid business buildings and modern residence along the valley. I was filled with pride for our native mountains," he continued.

Capt. Freese on the memorable trip accompanied Mrs. John Dils, of Pikeville, who went to Richmond to release her husband then confined in the famous Libby prison. Capt. Freese spent a few hours in town today and expresses himself delighted with the hospitality of Whitesburg Capt. Freese is State Game and Fish Warden.—Whitesburg Eagle.

PERSONAL MENTION.

J. H. Preston was in Richmond, Va., this week.

Gail Price, of Paintsville, was in Louisa Friday.

Ira Bernard, of Cloverport, was in Louisa this week.

Lafe and Green Hays, of Charley, were in Louisa Monday.

C. S. Thompson, of Adams, was a visitor in Louisa Monday.

Dr. M. G. Watson was here from Huntington Monday morning.

Master John Chase Hatcher, of Killgore, is attending school here.

Chas. T. Vaughan, of Kenova, W. Va. visited Louisa relatives Wednesday.

Miss Irene Watts, of Sulphur, Okla., has been visiting Mrs. James Vinson.

Mr. and Mrs. John M. Elswick, of East Fork, were visiting here Monday.

G. R. Vinson attended the Bankers' Association meeting at Lexington this week.

Mr. Russell Derrick, of Bluefield, W. Va., visited Mr. and Mrs. W. D. Pierce last week.

Miss Nora Sammons, who is teaching school on Rockcastle, visited home folks Sunday.

Mrs. Wm. Justice has returned from Cincinnati and a visit to her sister, Mrs. Compton, in Portsmouth.

Miss Louise Crutcher came home Thursday after a several weeks' visit to relatives in Holden and Huntington, W. Va.

O. J. Graham, of Ellen, was in town Monday. His wife and two children are guests of Mr. and Mrs. H. B. Hewlett.

Miss Mary Smith arrived Tuesday for a visit to her sister, Miss Alice Smith. She has just returned from a trip abroad.

Miss Emma Wallace has gone to Illinois for a visit to friends, and will visit Mrs. Homer A. Scholze, at Steubenville, Ohio, before returning home.

Miss Eliza Pierce left Sunday for Cincinnati where she is attending school. She was accompanied by her father, W. D. Pierce, who returned Tuesday.

Attorney John Meek and family came over from Huntington in their automobile Saturday and were guests of Mr. and Mrs. B. J. Chaffin. On Sunday, accompanied by Mr. Chaffin and family, they went to the old Meek home near Busseyville and spent the day.

CECIL WELLMAN INJURED BY TRAIN AT CATLETTSBURG.

Ashland Independent:—As Cecil Wellman, of Louisa, attempted to hop the Big Sandy passenger train just below Hampton station last Monday afternoon, he lost his hold and was dragged some distance along the track before the train could be stopped. He was in company with two boys who also had hopped the moving train. When they discovered the accident of their companion, assistance was summoned.

Young Wellman is said to be suffering precarious injuries, concussion of the brain being feared by the attending physician. He was removed to the hotel of Jas. Wellman, who is an uncle of the injured man, and today was taken to his home in Louisa.

His condition is now considered very serious.

DEATH OF MRS. ZED ATKINS.

Mrs. Zed Atkins died on the 19th at Tuscola, this county, of tuberculosis. The interment was made in the Jordan burial grounds. For four months Mr. and Mrs. Atkins had lived in a tent on the farm of the latter's brother, Mr. H. A. Jordan. This was done in the hope of restoring her to health, or at least prolonging her life. Mr. Atkins had been in the grocery business in Cincinnati for several years, but gave up the business to devote all his time to the comfort of his afflicted wife. He will return to Cincinnati and again engage in business.

Mr. Atkins desires to express his deep gratitude to the many persons who aided and comforted him and his wife during the past few months.

Atkins & Vaughan

(SUCCESSORS TO M. F. CONLEY)

Jewelry, Stationery, Books, Musical Instruments and Anything You Need in School Supplies

A First Class OPTICIAN is at our store EVERY SATURDAY from 8 a. m. until 3 p. m. to test eyes and fit glasses : : : :

We Make Bad Watches Keep Good Time.

ENGRAVING DONE CHEAP

MORE SILOS IN LAWRENCE.
James H. Woods and V. B. Shortridge have each built two silos on their farms on East Fork. They have also purchased, in conjunction with Jeff Collinsworth, the necessary machinery for preparing the corn and other products for the silo. This indicates that Lawrence county farmers are getting a progressive move on them.

ASHLAND MAN INDICTED.
Ashland, Ky., Sept. 18.—The grand jury this afternoon returned 17 indictments against Joe S. Head, Jr., cashier of the Citizen's Bank and Trust Co. One indictment charges perjury, eight charge that Head made false entries, and eight allege embezzlement. The amount alleged to have been embezzled is \$38,692.55.

When You Come to the Big Fair

You will find my store on the Corner Nearest the Postoffice

Opposite Brunswick Hotel

A Feast of Bargains for You.

I will be glad to see you

Jake the Jew

LOUISA, KENTUCKY.

Automobile Service In Louisa

Meet all N. & W. trains day and night. Pleasure trips at all hours. For information call

C. D. McLaughlin at the Louisa Inn